This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended)A computer-implemented method for selecting awards to be offered to patrons of an establishment, the method comprising:

maintaining a patron database storing patron information relating to a plurality of patrons and historical transaction information involving said patrons;

monitoring substantially current transaction activity of at least a first patron of said plurality of patrons;

assigning a profile to said first patron based at least upon portions of said historical transaction information pertinent to said first patron and said current transaction activity; ~~and~~

matching ~~an award~~ two or more awards to said profile;

based upon at least the historical transaction information involving said patrons including the first patron and the current transaction activity of at least the first patron, sorting the two or more awards according to a likelihood of the first patron accepting each award; and

outputting, based upon said sorting, at least one recommendation of an award to offer to the first patron.

2. (Original)The method of claim 1 further including

defining a plurality of profiles associated with a corresponding plurality of profile valuations, said assigning further including selecting said profile from said plurality of profiles.

3. (Currently Amended)The method of claim 1 further including

defining a plurality of awards, said matching further including selecting ~~said~~ a first award from said plurality of awards based upon a profile valuation of said profile and a value of said first award.

4. (Currently Amended)The method of claim 1 wherein said profile is characterized by a profile valuation, said two or more awards ~~award~~ being valued at less than or equivalent to said profile valuation.

5. (Currently Amended)The method of claim 1 wherein said matching <u>or said sorting</u> includes considering award preferences of said first patron.

6. (Original)The method of claim 5 wherein said matching further includes considering current conditions.

7. (Original)The method of claim 5 wherein said award preferences are based at least in part upon reaction of said first patron to other awards previously offered to said first patron.

8. (Original)The method of claim 1 wherein said monitoring further includes:

     regularly evaluating substantially real-time transaction activity of each of said plurality of patrons; and

     assigning a patron profile to each of said plurality of patrons based upon a respective portions of said historical transaction information and said substantially real-time transaction activity.

9. (Original)The method of claim 8 further including matching one or more awards to each said patron profile.

10. (Currently Amended) A method of award offering comprising:

     maintaining a patron database storing patron information relating to a plurality of patrons of an establishment and historical transaction information involving said patrons;

     monitoring substantially current transaction activity of said plurality of patrons;

     regularly assigning profiles to said plurality of patrons based upon said historical transaction information and said current transaction activity;

     matching awards to ones of said profiles;

     <u>based upon at least the historical transaction information related to the plurality of patrons and said current transaction activity of said plurality of patrons, sorting the awards according to a likelihood of ones of said plurality of patrons assigned to said ones of said profiles accepting the awards; and</u>

outputting, based upon said sorting, at least one recommendation of a first award from the matching awards to offer to ones of said plurality of patrons assigned to said ones of said profiles and

offering said first award ~~awards~~ to ones of said plurality of patrons assigned to said ones of said profiles.

11. (Original)The method of claim 10 further including defining a set of profiles associated with a corresponding plurality of profile valuations, said assigning further including selecting said profiles from said set of profiles.

12. (Original)The method of claim 10 further including defining a plurality of awards, said matching further including selecting said awards from said plurality of awards based upon profile valuations corresponding to said profiles and values of said awards.

13. (Currently Amended)The method of claim 10 wherein said matching or said sorting includes considering award preferences of said plurality of patrons.

14. (Original)The method of claim 13 wherein said award preferences are based at least in part upon reactions of said plurality of patrons to other awards previously offered to said plurality of patrons.

15. (Original)The method of claim 10 wherein said offering includes generating a script containing information to be conveyed to a first of said plurality of patrons to which is offered at least one of said awards.

16. A method of award offering comprising:

receiving a description of an award, said award being associated with a profile assigned to a patron of an establishment based at least in part upon substantially real-time transaction activity of said patron;

based upon at least historical information involving patron and at least in part upon the substantially real-time transaction activity of said patron, determining a likelihood of the patron accepting the award; and

outputting information indicating whether the patron is likely to accept the award;

receiving a script containing information relating to conveyance of said award; and

offering said award to said patron and conveying said information.

17. (Original)The method of claim 16 further including recording whether said patron accepts or declines said award.

18. (Original)The method of claim 16 further including receiving descriptions of multiple awards consistent with said profile and an indication of a preferred one of said multiple awards to be offered to said patron.

19. (Original)The method of claim 1 wherein said historical transaction information is reflective of prior participation of said plurality of patrons in gaming activity managed by said business establishment.

20. (Original)The method of claim 19 wherein said profile is selected as a function of participation of said first patron in said gaming activity and in current gaming activity.

21. A computer-implemented patron award system comprising:

a patron database in which is maintained patron information relating to a plurality of patrons and historical transaction information involving said patrons;

a current activity database for storing substantially current transaction activity information for said plurality of patrons;

a server unit operatively connected to said patron database and said current activity database, said central server including a processor and a memory associated with said processor wherein said memory further includes:

a profile assignment module executable by said processor, said profile assignment module being disposed to regularly assign profiles to said plurality of patrons;

an award matching module executable by said processor, said award matching module operating to match awards to ones of said profiles

logic executed by the processor designed or configured to, based upon at least the historical transaction information related to the plurality of patrons and said substantially current

transaction activity of said plurality of patrons, 1) sort the matched awards according to a likelihood of ones of said plurality of patrons assigned to said ones of said profiles accepting the matched awards; and 2) output, based upon results of said sort, at least one recommendation of a first award from the matched awards to offer to ones of said plurality of patrons assigned to said ones of said profiles.

22. (Original)The award system of claim 21 wherein said memory further includes a profile builder capable of being executed by said processor to define a set of profiles associated with corresponding profile valuations.

23. (Original)The award system of claim 22 wherein said profile assignment module is further disposed to select said profiles from said set of profiles.

24. (Original)The award system of claim 21 further including an awards database in which are defined a plurality of awards, said award matching module being further operative to select said awards from said plurality of awards.

25. (Original)The award system of claim 24 wherein a first of said awards matched to a first of said profiles is characterized by an award valuation less than a profile valuation associated with said first of said profiles.